



SUCCESS STORY

KG Homebaked Goodness

Ohio | Small Business Development Centers

SBDC OFFERS CLASSES FOR BUSINESS OWNERS

“I have been placed in good hands. I made so many connections in (the SBDC’s) literacy classes, and now I understand the different types of businesses,” Karen said. “They show you business plans that really bring your ideas to light and challenge you think deeper about your business and how far you want to go.”

Whether you’re looking for a gorgeous tier cake, deep-dish cobbler, or specialty cheesecakes, you can be sure it is made with love from a hardworking team at KG’s Homebaked Goodness.

To learn more about KG’s Homebaked Goodness, visit KGHomebakedGoodness.com.



Ohio | Development Services Agency

Mike DeWine, Governor
Jon Husted, Lt. Governor

Lydia L. Mihalik, Director



Sometimes, life throws a curveball, and you have to take your plans in a completely different direction. Fortunately for Karen Gordon, that is exactly what ended up making her life that much sweeter — literally.

Karen, a former early childhood educator, found herself looking for temporary work to make money after a lower back injury in 2011. Because of the physical toll working with little children takes, she knew she had to give up that career and find a new one. While still attending physical therapy, she started making dinners and selling them to places in town, such as the free clinics.

She converted the entire second floor of her home into a kitchen and by March 2017, she had everything she needed to finally claim her bakery — KG’s Homebaked Goodness — as her own. She got her license from the Department of Agriculture and started setting up a booth at a local farmer’s market in the summers.

By November 2018, Karen connected with Felicia Jackson at the Ohio Small Business Development Center (SBDC) at the Urban League of Greater Cleveland.

Her bakery started taking off, and she needed employees to help out. Felicia and Karen worked together to plan through the business aspect of her bakery. They developed a 30- 60- and 90-day action plan and submitted various funding applications. She ended up getting a \$10,000 minority microgrant she needed to grow her team and still receives regular follow-ups from the SBDC.

KG’s Homebaked Goodness is now thriving and continually making more business connections. Karen said the “Urban League has been phenomenal in my growth as a business.” She worked toward obtaining more certifications in the past years, including state and Cleveland certifications as a minority-owned business.

All of Karen’s hard work has started to pay off. Even with the COVID-19 pandemic, 2020 was the first year she was able to pay herself a salary. Up until this year, all her revenue went to making sure her employees were paid and her customers were satisfied. Recently, she was able to hire an administrator to help out with her website and social media presence, as well have an aspiring baker become both an intern and an employee.

In the future, Karen hopes to take KG’s Homebaked Goods to a secure storefront with an operation in the back. She is looking forward to partnering with more businesses and corporations to fill a need for events, where they can cater in larger portions and still continue bakery service.

To learn more about the Ohio Small Business Development Centers, visit sbdc.development.ohio.gov.